

JOB TITLE: Public Relations Specialist (PRS)**DEPARTMENT: Chamber and Tourism****DIRECT REPORT: Executive Director****PURPOSE**

Working closely with Exec Director to maximize the public reach of information about the Salado Chamber of Commerce and The Salado Tourism Dept. the PRS will access, implement and monitor leads for prospective members. PRS will work to marketing and implement creative and alternative ways to promote and build visibility via social-networking, providing and partnering with businesses in our community and outside our community. PRS will keep the appearance of the physical location in a welcoming manner and providing a professional level of organization and cleanliness. Proactively build relationships in and around our community and businesses.

RESPONSIBILITIES

Ready and present when doors open at 8 a.m.;

Provide accurate and timely sales information to our visitors and businesses to use in their time with us and in planning future endeavors.

Help organize, produce and attend scheduled Chamber marketing programs with direction from Executive Director

To create and produce public relation and marketing pieces to further Salado's desire to be inviting and hospitable.

Coordinate & mail external communication and marketing messages

Help create, distribute and market special event marketing campaigns.

Learn new technology available that grow individual's strengths with-in the Chamber to be more productive and profitable including the development and sourcing of outside marketing capabilities (i.e. sourcing cooperative advertising funds, securing promotional items, partnering with professional organizations, etc.).

Conduct marketing calls with prospective members and Village; minimum 400 contacts per year; as to build & strengthen relationships with current members and visitors; produce new business with potential members; increase return business from visitors; PRS is expected to attend minimum 50 functions per year outside the

office relating to our industry (i.e. realtor / chamber / lender / builder luncheons/ functions). ;

Employee understands and agrees that some functions will occur outside the regular business hours of 8-5 and may include weekend events.

Actively participate, direct and coordinate internal communication and marketing messages with Chamber members, lodging properties and the community at large;

Assess programs effectiveness and determine need for changes, additions, and /or deletions of programs to be discussed at marketing meeting;

Effective use of social / electronic networks for creating stronger ties with members and visitors.

Assist and train members at any given time as needed to the best of my ability; required to build skills, promote trust & create a strong internal and external team setting.

Responsible for keeping up to date with any industry related current events and in a professional and proficient manner to discuss how affects our members and industry;

Responsible for managing and monitoring inventory of Market tools (i.e. posters, t-shirts, etc); report any reorders to Marketing /Business Development in a timely manner;

REQUIREMENTS

Strong knowledge of business marketing and re-branding of Chamber, Tourism and the Village as a community.

Bachelor degree in Marketing or a minimum of 3 years experience in marketing and promotions and/or proven success and experience in sales.

Proficient knowledge and effectiveness in all forms of social media, including Facebook, Twitter, Newspapers, Radio and TV

Process sales direction and skills to organize company and individual capabilities and requirements. Requires excellent project management skills, resource identification and utilization of all areas of personnel & technologies available. Continuous training on equipment and technology so it is used to its fullest potential.

Must possess superior customer care and communication skills, as well as a proven record of effectively influencing all market channels promoting trust & creating a strong external team setting. Negotiation skills are essential.

Proactive attitude, good time management, upbeat and positive, with a go getter attitude and a willingness to brainstorm ideas and then bring to fruition.

Travel requirements: some in and minimal out of town travel.